

2005–2006 *Apply for up to \$7,000 to reduce underage drinking in your community!*

Community Coalition

Grant Application

Join together to reduce underage drinking.

The Virginia Department of Alcoholic Beverage Control (ABC) is offering grants up to \$7,000 in an effort to reduce underage drinking throughout the Commonwealth of Virginia. The Community Coalition Grant is offered annually to support collaboration among local businesses, community organizations and state agencies, as they strive to promote zero tolerance for underage alcohol consumption through the use of prevention initiatives that focus on environmental, educational and information dissemination strategies in their perspective communities. Funding for these grants is made possible through a federal grant from the Office of Juvenile Justice and Delinquency Prevention.

Applications must be submitted by 5 p.m. on Friday, June 10, 2005. No exceptions will be made to this deadline. All grants will be awarded by July 15, 2005. The grant cycle runs from July 2005 through May 2006. Only one grant application per coalition will be accepted. Virginia's local and state agencies (community service boards, schools) and 501C(3) nonprofit community organizations are eligible to apply. You are encouraged to involve your local ABC special agent, law enforcement, attorneys, judges, educators and licensees, which may include restaurants, grocery stores and convenience stores.

What Is a Coalition?

A coalition is a committed, action-oriented group of individuals and/or organizations, in a community, working together in a coordinated, on-going basis toward a common goal. Coalitions share in the decision-making and allocation of resources.

A coalition will encourage and nurture collaboration between the community and key stakeholders in order to mobilize them into establishing policies and programs that will benefit the entire community. These policies and programs will improve the social, cultural, economic and legal environments in which youth make alcohol choices, reducing the rate of high-risk and underage drinking among underage youth.

Who Could Be Involved in Your Coalition?

- Business community
- Community representatives
- Diverse cultural and ethnic groups
- Faith community
- Institutions of higher education
- Judge/attorney
- Licensees
- Local law enforcement
- Mayor or town manager
- Medical personnel
- Parent and youth organizations
- People most affected by the problem
- Service organizations
- State agencies
- Target population representation

Priorities

Grant Applications Must:

- Establish a new or expand an existing community coalition or partnership. The coalition should include key stakeholders who will have an impact on the development and implementation of state or local policies, programs that reduce or prevent high-risk drinking and programs that prevent underage drinking among youth.
- Promote Virginia laws through the coalition to deter or reduce the purchase, possession, use, and sale of alcohol to underage individuals.
- Focus on the use of environmental prevention strategies to alter community mindsets and behaviors.
- Dissuade of age providers from supplying alcohol to underage individuals through education and prevention strategies.

Grant Applications May Include But Are Not Limited To:

- Community involvement projects for the prevention of tragedies associated with underage drinking.
- Education projects to create or reproduce materials related to the prevention of underage alcohol use and abuse.
- Enforcement projects that increase the role of law enforcement officers to deter use, purchase, possession, and/or sale of alcohol to underage youth. The coalition must demonstrate a collaborative partnership between the coalition and the local law enforcement.
- Parental involvement projects to increase awareness among parents on the extent, effects, and consequences of underage drinking. If parents are the target audience for one or several initiatives, parents must be a part of the coalition and this must be demonstrated in the application.

Completing the Application...

Cor

The Organization

The applying organization (e.g., government agency, school, nonprofit group, etc.) will play the prime role in project leadership. The organization's federal tax identification number will be needed to process grant awards. Grant awards will be sent to the organization named on the application by check or electronic transfer. If there is a different name for the organization to receive funding, please specify this request on the cover sheet.

Project Administration

The Project Coordinator listed should be the individual who will be ABC's contact for the project. The coordinator should be closely involved with all aspects of the project through its duration. He/she will probably be an administrator or teacher employed by or accountable to the organization. Please be sure this person is accessible by phone and e-mail. This individual will receive notification letters and any additional requests from ABC. If the project coordinator changes during the grant cycle, it is his or her responsibility to alert ABC immediately.

Application Format [5 points]

- Follow the written directions
- Type the application using 12 pt. type and one-inch margins
- Number all pages
- Use the specified headings below
- Provide the requested information in each section
- Submit one original and four unbound copies of the application
- Do not exceed 13 pages (not including letters of support)

Project Description [75 points]

The description of your project and plans for disbursing the funds should be well documented. Remember to use the headings listed below and do not exceed 13 pages.

Summary of Current Prevention Efforts—Describe the current alcohol prevention efforts underway in your community. Explain current efforts through this coalition. Show examples of collaboration between agencies and organizations and how current efforts will fit in with this new project. How is your community using environmental strategies? How will this grant help the advancement of these strategies? This summary should not exceed two pages. [10 points]

Executive Summary—Include a brief summary of needs, the goal of this grant, desired outcomes, and key activities proposed. This summary should explain in one page what is proposed in the grant. [5 points]

Goals, Objectives and Strategies—State the goal(s) and objective(s) of the proposed initiative in measurable terms using these components:

1. Identify your target audience;
2. Identify the issue or problem that will be addressed;
3. Identify the strategies that will be used to accomplish each goal and objective within the grant time frame; and
4. Identify the expected behavior change or outcome(s) that will be achieved for each goal and objective. What is the desired behavior change; how will this change occur; how much will the behavior change; and how will this change be measured.

After each objective, list the strategies that will be used to achieve each objective. Indicate the starting and completion dates within the grant timeline, July 2005 to May 31, 2006 for each. [20 points]

Project Timeline (Attachment A)—The timeline should be a separate component of the grant application. It should be inclusive of every goal and objective and the strategies for each. Include action steps, resources needed, responsible person for each task, and the date to be completed. [10 points]

Evaluation (Attachment B)—Focus on the goal of the grant and describe your plan for evaluation. What is your end result? Concentrate on your objectives and the methods/strategies by which they will be assessed. Include a description and samples of all evaluation instruments you intend to use. Your plan should include both qualitative and quantitative measures of evaluation. Include evaluation components within your timeline. [20 points]

Plan for Continuation—Outline your plan for continuation after the grant funding has ended. [5 points]

Additional Funding—Identify other related funding which has been or will be received by your coalition and describe how programs and activities supported by those funds will be coordinated with the new programs and activities you are proposing in this application. If you are a new coalition, please identify any other expected funding sources. [5 points]



Community Coalition

Budget [10 points]

Each applicant may apply for up to \$7,000.

Itemized Budget (Attachment C)—Provide an itemized list of expenses that will be incurred for each strategy or activity performed by your project. Any item listed in the budget **MUST** be mentioned somewhere in the grant initiatives and budget justification. [5 points]

Budget Justification (Attachment D)—Provide a brief budget justification statement along with your proposed budget. The justification should clearly explain why each expense is necessary for the proposed project. Budget items may include, but are not limited to: instructional materials and supplies, media materials, marketing items, refreshments, printing, postage, overtime for law enforcement, etc. The ABC grant does not cover pre- or post-prom parties, giveaways, graduation parties, operating expenses, personnel salaries or general conference attendance expenditures. It is important that all items listed in the budget are also documented in the project description. Due to limited funds, ABC reserves the right to partially fund some proposals. [5 points]

Letters of Support [10 points]

(Attachment E)—Five letters of commitment and support from existing or new coalition partners (e.g., citizens, supervisors, senior administrators, project partners, and even national experts) must be included in the proposal. The letters should demonstrate how the partners or supporters would actively contribute to the coalition's grant activities. In addition, the letters must come from a variety of supporters within the community.

Signature

The applying coalition/organization will serve as the fiscal agent for the program and therefore accepts fiscal responsibility for the funded project. The lead coalition/organization should review the application and sign on behalf of the coalition/organization. The project coordinator's signature is also required.



Application Submission

Applicants must submit an original and four unbound copies of the grant application.

ABC must receive these by 5 p.m. on June 10, 2005. We CAN-NOT accept applications by facsimile or e-mail. *Note: The application deadline is the date the application must be received, not the postmarked date. Late submissions are not eligible for funding.*

Repeat grant submissions must include an introduction detailing initiatives through past ABC grants to date. ABC reserves the rights to deny funding to current or previous grantees that have not followed guidelines or procedures within the current or previous grant agreement(s).

Send application to: Virginia Department of ABC / Education
Community Coalition Grant Application
2901 Hermitage Road
Richmond, Virginia 23220
Phone: (804) 213-4688

Proposal Evaluation

Program proposals will be evaluated on the following criteria in no particular order:

- Innovative and creative ideas
- Expected number of people reached through the program
- Demonstrates global community effort
- Ability to show the link between enforcement and the community in combating underage drinking
- Ability to show a partnership between local law enforcement and the coalition, if enforcement is a part of the grant
- Addresses community need for underage alcohol prevention
- Establishes mechanisms within the plan to ensure effectiveness and accountability (samples of evaluation planned)
- Demonstrates a group's readiness to start or expand a coalition
- Strong evidence of coalition members' support (If the project is already funded, evidence that the existing group meets on a regular basis or that a new group has already agreed to convene will be vital in determining assignment of resources.)
- Repeat grant submissions will be evaluated on progress made in 2004–2005 (special attention will be paid to whether reports have been received complete and/or on time)
- Demonstrates that various youth alcohol prevention / risk-reduction programs and activities are being well coordinated in the community
- Evaluation is vital to the proposal, explaining what will be done and how it will be measured

Grant award letters will be mailed on July 15, 2005.

Don't miss this opportunity to make a difference in YOUR community!

Requirements If Funded

- After receipt of award, the coalition grantee will receive the first of two installments of the awarded budget. The second installment will be awarded after receipt and review of the first progress report, which is due to ABC on December 2, 2005. ABC reserves the right to delay or deny awarding the remaining funds if the progress report is incomplete or unacceptable.
- After the award of funds, any program and/or budget change(s) must be submitted in writing to your assigned ABC Education Coordinator for approval.
- Attendance is required at additional ABC-offered trainings (date and location to be announced).
- Please send a final draft of all materials that may be produced through this grant to ABC for review before any final printing occurs.

Reports

All reports will need to be formatted according to ABC's special requirements. These will be furnished to you upon award of the grant. It is imperative that you follow ABC's reporting format. Failure to follow the format or tardy reports may hinder future funding opportunities.

The Progress Report is due to ABC by December 2, 2005.

The Final Report is due to ABC by June 9, 2006.

Please send a draft of all materials that may be produced through this grant to ABC for review before any final printing occurs. Two copies of all materials created, directly or indirectly, through this grant (press releases, news articles, brochures, posters, photos, etc.) are also to be included with your progress and final report. Please be sure to keep multiple copies in your file to send to ABC upon request.

Time Line

June 10, 2005. . . . Applications due to ABC by 5 p.m.

July 15, 2005 Grant award letters mailed

Aug./Sept. 2005. . . Evaluation workshop (Central location to be announced)

Dec. 2, 2005 Progress reports due to ABC by 5 p.m.

May 31, 2006. . . . Grant project ends (All funding to be spent)

June 9, 2006. . . . Final reports due to ABC by 5 p.m.



2005–2006 Community Coalition Grant Application

Grants are available for up to \$7,000. When completing this form, please refer to the section “Completing the Application” for detailed instructions. *Faxes and e-mails will not be accepted for the submission of grant applications.*

1. The Organization

Applicant organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Federal tax identification number _____

2. Project Administration

Project coordinator _____

Title _____

Address _____

City _____ State _____ Zip _____

Daytime phone _____ Fax _____

E-mail address _____

3. Project Description

Project title _____

Project start date _____ Project completion date _____

Project focus (*please check all the boxes that apply*): ☐ Education ☐ Enforcement ☐ Community involvement
☐ Parent involvement ☐ Youth initiative ☐ Other: _____

4. Budget

Amount requested from VA ABC \$ _____

Income from other sources: Cash \$ _____ Other donations _____

5. Letters of Support

(*Please attach five letters of support from different offices, agencies or organizations.*)

6. Signatures

Project coordinator _____ Date _____

Name (*please print*) _____

Chief executive officer of the applicant organization _____ Date _____

Name (*please print*) _____

The best way to ensure that you have the latest information about the Virginia Department of Alcoholic Beverage Control is to visit our Web site at www.abc.virginia.gov. You may also contact us directly at the following:

ABC Education • 2901 Hermitage Road • Richmond, VA 23220 • Phone: (804) 213-4688 • E-mail: education@abc.virginia.gov